



Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact support@jstor.org.

of feeling and endeavor, sensation, concept, memory, perception, attention, the soul, the self, association, habit, imitation, etc.

Technique de Psychologie Experimentale. (Examen des sujets) Par DR. TOULOUSE, N. VASCHIDE, et H. PIÉRON. Bibliothèque Internationale de Psychologie Experimentale. Octave Doin, Paris, 1904. pp. 335.

This booklet is the result of about ten years of experience in medi-co-experimental psychology. After discussing the place of theory, the authors treat the classification of phenomena, the measurements of psychic processes, a topic illustrated by many cuts, and at the conclusion of these sections grapple with the general problems of synthesis, of personality, character, observation and experiment, the gaps in the processes and how to fill them. Most valuable and interesting, however, in this book is the table of tests. These mostly pertain to the sphere of memory and involve memories of length, angles, forms, distance, sounds, harmonies, series of notes, figures, letters, words, phrases, objects, scenes, musical complexes, abstract ideas, etc. To these are added tests of simple association, of association by choice, association of images, imagination, abstraction, judgment, observation and reason. These tests are devised with rather special reference to bringing out individual differences. It deserves to be noted as the first of its kind in France. They are made in this laboratory at Villejuif as precise as may be, but with special reference to practical ends.

An Introduction to the Theory of Mental and Social Measurements, by EDWARD L. THORNDIKE. The Scientific Press, N. Y., 1904. pp. 212. (Library of Psychology and Scientific Methods.)

A book like this certainly has its place. To discuss the measurements of individuals, groups, variability, probability, the measurements of difference, change, relation, sources of error, etc., is a convenient introduction to the study of Pearson, Galton, and the spirit of *Biometrika*. It should be in the hands of all who compute voluminous numerical data from laboratory or anthropological protocols. Thankful as we are for it, it bears, like the other publications of this author, the marks of prematurity, haste, lack of thoroughness, and incompleteness. A diligent and faithful compiler, even, would not have omitted references to so many valuable American workers who have contributed so much to this field and have been in some sense pioneers here in its development, like Boas and Porter. He would have recognized the superb technique of Benedict and his pupils, would have included at least a few of the most ingenious formulæ and even methods that physiologists have developed, and would have seen the possibilities now and, indeed, the opportuneness of what we believe is inevitable very soon—a new type of logic which will cover all his ground and far more, but show things in their larger relations. Even the French handbook, the field of which crosses this almost in the exact centre, is unnoticed. Still, it is helpful and suggestive.

The Theory of Advertising, by WALTER DILL SCOTT. Small, Maynard & Co., Boston, 1904. pp. 240.

These papers are mostly published from Mahin's Magazine. Psychologists have themselves only lately awakened to the fact that we have in advertising a mine of data for the study of attention, the value of which can hardly be paralleled elsewhere. It was high time that the lessons in this field be gathered and, while we must consider this book only a beginning, it is full of interest and suggestion, and best of all, it is treated in a tentative and not in a final way, with due realization of the fact that there is much more to come.